

Message Text

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TO AMEMBASSY CANBERRA PRIORITY

INFO AMCONSUL MELBOURNE

AMCONSUL SYDNEY

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E.O. 11652: NA

TAGS: BEXP, AS

SUBJ: IN-STORE PROMOTIONS FY 1976

REF: A. CANBERRA 6346

B. SYDNEY 1720

C. STATE 11703

D. SYDNEY 1195

E. SYDNEY 0463

F. MELBOURNE 0368

G. CANBERRA 2422

1. COMMERCE PROVIDES SUMMARY EFFORTS BEHALF PROPOSED
IN-STORE PROMOTIONS DAVID JONES LTD, GRACE BROS., AND
GEORGES AUSTRALIA, AS REQUESTED REF (A) AND (B).

2. TIMMS AND FREEMAN OF DAVID JONES LTD. MET IN WASHINGTON
END OF JUNE WITH REPS COMMERCE, INTERIOR,
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AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION, BUREAU OF
THE MINT, TRSY, COMMUNITY SERVICES ADMINISTRATION,
SMITHSONIAN INSTITUTION, NATIONAL ARCHIVES, INTER ALIA, IN
SUCCESSFUL DISCUSSIONS OF POSSIBLE GOVT CONTRIBUTIONS TO

MAY 1976 PROMOTION. FREEMAN TRAVELED DURING JULY TO NEW YORK, CHICAGO, DALLAS, NEW MEXICO, ARIZONA, LOS ANGELES, SAN FRANCISCO, AND HONOLULU THROUGH ITINERARY AND CONTACTS DEVELOPED BY COMMERCE.

3. ACCORDING TO SPECIAL EVENTS MANAGER FREEMAN, DAVID JONES RECEIVED EXCELLENT COOPERATION FROM PRIVATE AND PUBLIC INSTITUTIONS. EFFECTIVE RESPONSE INCLUDE FOLLOWING FROM PRIVATE SOURCES: AMERICAN FASHION DESIGNERS, MS. ELEANOR LAMBERT; MUSIC CORP AMERICA TELEVISION; AMERICAN MUSEUM OF NATURAL HISTORY, EXHIBITIONS; METROPOLITAN MUSEUM OF ART; R.W. CAMERON AND CO. PAINTINGS; LINCOLN BOOKSTORE OF CHICAGO; NEIMAN MARCUS COSTUME COLLECTION, HAGGAR SLACKS, DALLAS; ANTHROPOLOGY MUSEUM OF NEW MEXICO, NAVAJO ARTS AND CRAFTS ENTERPRISE, INSTITUTE OF AMERICAN INDIAN ARTS; NBC TELEVISION; NORTON GALLERY ART MUSEUM; LEVI STRAUSS EXHIBIT; HAWAII VISITORS BUREAU (WILL PROVIDE ABOUT 15 HAWAIIAN PERFORMERS); CALIFORNIA CHAMBER OF COMMERCE, AND FOLLOWING PUBLIC BODIES OFFERED ASSISTANCE; SMITHSONIAN TRAVELING EXHIBITS SERVICE; INTERIOR INDIAN ARTS AND CRAFTS BOARD; COMMUNITY SERVICES ADMINISTRATION HANDICRAFTS; NATIONAL ARCHIVES, U.S. MINT, A.R.B.A., USIA, AGRICULTURE'S FARMER COOPERATIVE SERVICE, STATES OF ILLINOIS, NEW MEXICO, ARIZONA, WEST VIRGINIA, FLORIDA, CALIFORNIA, HAWAII.

4. (REF E) MICHAEL GRADE JR. MET COMMERCE STAFF IN JULY RE ASSISTANCE REQUESTED PRIMARILY FOR ENTERTAINERS, PERSONALITIES, CENTERPIECES FOR NEW SOUTH WALES PROMOTIONS AUSTRALIAN-AMERICAN FESTIVAL MAR-APR 1976. RECEIVED POSITIVE RECOMMENDATIONS AND CONTACTS, E.G., OPREYLAND U.S.A., DISNEYLAND AND DISNEY WORLD, SOUTHERN HIGHLANDS HANDICRAFTS, WAYNE WOLFROBE HUNT, GEORGE GREENDEER, ALASKA NATIVE ARTS AND CRAFTS COOPERATIVE ASSOC., THEATRICAL CORP. OF AMERICA IN SAN FRANCISCO, CIRCLE ARTISTS, DEPT OF STATE'S OFFICE INT'L ARTS AFFAIRS.

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5. RE POSSIBLE FY 1976 FINANCIAL COMMITMENTS TO ASSIST PROMOTIONS, ONLY PROPOSAL FOR DAVID JONES LTD. CAN BE SUPPORTED AT THIS TIME IN LIGHT OF BUDGETARY RESTRICTIONS. POST AUTHORIZED TO SIGN LETTER INTENT DAVID JONES TO REIMBURSE STORE 25,000 DOLLARS (TWENTY-FIVE THOUSAND) FOR SALES PROMOTION COSTS ON BASIS AT LEAST MILLION DOLLARS INCREMENTAL PURCHASES F.O.B. U.S. GOODS FOR AUSTRALIA-WIDE PROMOTION MAY 1976. IN CONTEXT CURRENT COMPLEX AUSTRALIAN IMPORT RESTRICTIONS APPAREL AND APPLIANCES, AMCONSUL SYDNEY SHOULD NEGOTIATE LARGEST PRACTICAL PROPOSED AMOUNT INCREMENTAL PURCHASES AMERICAN PRODUCTS AND INFORM COMMERCE.

6. REF (A) AND (F). GEORGES LTD MELBOURNE PROPOSED MINI PROMOTION IN FY 76 CAN ONLY BE SUPPORTED THROUGH TANDEM USE OF CENTERPIECES AND PERSONALITIES OBTAINED FOR DAVID JONES SYDNEY. WOULD ENTERTAIN PRIORITY PROPOSAL FISCAL 1977 FINANCIAL SUPPORT FOR GEORGES LTD. DESPITE IMPRESSION MUTUAL BUYING SYNDICATE NYC, 15,000 DOLLARS (FIFTEEN THOUSAND) HAS NOT RPT NOT BEEN APPROVED FOR FY 1976 BUT WOULD BE CONSIDERED FOR LARGER PROMOTION IN FISCAL 1977.

7. (REF D) BECAUSE OF FY 1976 BUDGETARY RESTRICTIONS DISCUSSED IN RE DJ AND GEORGES, NOT ABLE AT THIS TIME TO PROVIDE BUDGETARY SUPPORT FOR GRACE BROS. PROMOTION UNLESS 76 FUNDS BECOME AVAILABLE THROUGH LATER CHANGES, SHOULD CONCENTRATE POST AND COMMERCE SUPPORT IN AREA OF THEMATIC, CENTERPIECE, PERSONALITY AND ENTERTAINER PROVISIONS, WHILE AVOIDING CONFLICT AND OVERLAP WITH DAVID JONES LTD PLANS.

8. DAVID JONES LTD REQUESTED MOON ROCK EXHIBIT FOR MAY EVENT. USIA WASHINGTON WOULD APPROVE SENDING EXHIBIT TO STORE IF OFFICIAL REQUEST IS MADE BY USIS SYDNEY. ACTION REQUEST FROM SYDNEY IS RECOMMENDED. SISCO

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